



EVESHAM TOWN COUNCIL



MINUTES OF THE TOWN PLAN COMMITTEE MEETING
HELD ON MONDAY 24th APRIL 2023
IN THE COUNCIL CHAMBER, EVESHAM TOWN HALL AT 6:30PM

PRESENT: Councillors: Julie Tucker (Chair), Mark Goodge, Sarah Schaathun and Robert Hale
Gill Pawson; Robin Walker; Caroline Tredwell, Place Project Officer

ALSO PRESENT: Cllr Sue Amor

OFFICERS PRESENT: Jo Adams, Town Clerk

1. To receive apologies for absence

Apologies for absence had been received from Cllrs Nigel Deacon and John Clatworthy.

2. Declarations of pecuniary or other interests

There were none.

3. Minutes of the Meeting of the 27th February 2023

It was resolved that the minutes of the meeting held on 27th February 2023 be adopted as a true record.

4. Financial /Budget Report

The Financial Report was noted: the budget for 2023/24 was £6,000.

5. Outcome of the Town Plan Review 2023 and suggested priorities

Gill Pawson reported. A draft plan (attached to these minutes) had been drawn up and circulated. These included some of the existing items, new ones and items that had been identified following the public meeting. It was resolved to adopt the priorities detailed in the report.

6. Water Quality

The committee discussed the water quality classification that would be wished for in the River Avon, in the context of the ongoing pollution that was currently happening from sewage outlets and other sources. It was considered that bathing water quality was out of reach at the current time. It was resolved to send a letter to Severn Trent Water noting the committee's concerns over water quality and asking that it work towards a *Good* classification under the Water Framework Directive.

7. Evesham Place Project Officer Report

Caroline Tredwell reported.

- The accessibility audit would take place in May. There would be a consultation with the public at Wallace House on the 6th June, 4- 6pm. The report would be issued at the end of July / August. Similar audits were being carried out in other districts.
- What's On in the Vale flyers had been designed locally and promoted 50 events in the region.
- Old Argos shopfront: the design had been finalised and would be installed soon.
- The Place Board was discussing the detail of the shopfront improvement scheme.
- The Band in the Park programme had been finalised.
- The Coronation flags were up.

8. Transport matters:

a) Active Travel Update

Robin Walker reported. He had been invited to join the Active Travel stakeholder group. Walkers are Welcome were progressing well on the signatures of support needed to reach accreditation.

The Blossom Bikeaway had been very successful. There had been 250 entries and funds had been raised for Evesham Adventure Playground.

b) Public Transport Bus Travel

Cllr Tucker reported on the recent public meeting with Cllr Mike Rouse, the WCC cabinet minister for Highways and Transport. Worcestershire County Council was aware of the strength of feeling on local bus routes but funding was a thorny problem. Steps were being taken to improve the information and appearance of bus stop timetables.

9. Battleton Brook Update

Wildflower seeds had been planted and the area rolled. The young plants were now in the ground. These were annuals, so seeds would need to be gathered for next year.

The meeting was closed at 7.45pm.

Cllr Julie Tucker
Chairman

Evesham Town Plan Review 2023

Aims of the Plan

The aims of the plan are to:

- Provide a framework within which the town's priorities can be addressed under the guidance and coordination of a body involving the Town Council.
- Identify those projects and actions that will make the biggest impact on the town's future prosperity and well-being.
- Gain the support of businesses, service providers and residents in working towards all the plan goals.
- Provide a vehicle for periodic public consultation.

Headline desired outcomes:

1. A town to be proud of with a strong identity
2. A prosperous town that offers the things that people want
3. A town that promotes healthy communities and supports people's needs
4. A town that strives to improve its environmental impact, sustainability and appearance
5. A town that facilitates ease of access by all
6. A cohesive community that engages with people of all ages in the operation of the town.

Action to achieve the identified priority areas is the primary responsibility of Evesham Town Council. However, the Council will need to work with the County Council, the District Council and community organisations to achieve the actions. The column headed 'ACTION' identifies those organisations that need to be involved to bring about improvements. How the action areas might be implemented will be considered in detail following approval of the revised list of action areas for the town.

Updated Priority Areas for Action

Arts and Leisure

Community facilities	ACTION
Survey all existing community facilities to optimise their use.	
Support and promote Wallace House as a space for arts, activities and exhibitions	
Events	
Encourage and promote evening events all year round to attract people into the town	
Support the provision of a high-quality visitor centre about the Battle of Evesham	
Promote events to the community by better use of notice boards, social media	
Run a photograph competition Run an art competition	
Promote the availability of St Lawrence's for exhibitions/concerts/events.	
Run a comedy festival for a weekend.	
Eating out	
Encourage more bars, cafes, restaurants in the town and by the river, to develop the town's café culture	
Promote local produce for local people	

Community Support

Services	ACTION
Work with local organisations to improve rural transport links	
Work with appropriate funding bodies to provide a Wellbeing Centre.	
Introduce 'Help Your Neighbour' schemes	
Hospital services	
Support the continuation and expansion of the Community Hospital services	
Communication	
Improve communications between the Town Council and the community	
Use social media to inform and engage with the community	
Develop closer partnerships with schools and community groups	
Amenities	
Maintain and support volunteer teams to tackle local 'grot spots'	
Publicise the anti-litter strategy	
Support the anti-litter volunteers	
Promote 'Adopt a Street'.	

Environment

Appearance	ACTION
Encourage creative solutions to neglected sites	
Support the approach and proposals of the Wychavon District Council's Shop Front Guide	
Public spaces/location	
Create new connections between the parks and the town centre	
Reflect the quality of the parks within the town centre	
Nurture the green spaces – large and small – in and around the town	
Create new quiet spaces for sitting in the town	
Replace lost trees in the public highway	
Heritage	
Ensure preservation of old orchards and fruit species	
Celebrate the growing history and traditions in and around the town,	
Sustainability	
<p>Implement the Greening Evesham Framework, built on the achieving:</p> <ul style="list-style-type: none"> • A cleaner, healthier place for people to live and bring up families. • Low carbon sources of energy /transport, goods and services • Lowering emissions of carbon and other air pollutants, and reducing all energy usage. • Sourcing a high proportion of our food and non-renewable resources from the local area. • Maintaining the natural ecological balance. • Taking steps to minimize the harm we do to the environment including the carbon footprints we leave behind. • Reducing our use of Earth' s limited resources. • Living life, as an individual as well as a community, in a way that is friendly to the natural environmental and is sustainable for the earth. 	

Health and well-being

Health and emergency services	ACTION
Support for the Community Hospital is dealt with in the services section on Community Support	
Improving support services for people in their homes is dealt with in the services section on Community Support	
General public health	
Better publicity and promotion of local exercise and activity groups: see the communication section of Community Support	
Promotion of outdoor events like walking and cycling: see the communication section of Community Support	
Public behaviour and safety	
Better lighting of paths and public areas	
Strengthen the restrictions on drinking in the parks and streets and their enforcement	
Establish improved liaison between community and police	

Housing

Growth	ACTION
Empty premises and upper floors should be used for new homes	
Design	
New developments should be well designed for community living and access to the town	
Encouragement to be given to the adherence to Wychavon's Design Code for the town	

Local economy

Investment	ACTION
Provide incentives for new and existing local small businesses	
Retain and improve the Charter Market	
Spend	
Develop the 'Tourism' proposals to make Evesham a destination of choice	
Develop a local loyalty card scheme	
Growth	
Explore additional ways to help with the promotion of small local businesses	
Involve businesses in sharing the vision for Evesham Town Centre, as set out in the Prospectus	
Support the Prospectus proposals, to encourage investment in the Town Centre	

Tourism

Marketing	ACTION
Ensure that events are marketed to a wide audience, including use of social media	
Promote Evesham's attractions to boaters	
Heritage	
Support the creation of a Battle of Evesham visitor centre	
Expand the provision of guided tours of historic attractions	
Improve and raise the profile of the Almonry	
Events	
Develop Evesham's offering as a centre for events	
Develop agritourism	
Explore the potential for other tourist interests	
Amenities	
Create better links between Evesham Country Park/The Valley and Evesham town centre	
Seek to reduce anti-social behaviour in the town centre, parks and open space	
Improve the public realm in the town centre	

Town Centre

Town Centre	ACTION
Support the redevelopment of the Riverside Shopping Centre	
Encourage the design and implementation of a Park and Ride shuttle bus service into and around town	
Improve signage for walkers from the town centre to the villages	
Encourage the improvement of the appearance of properties within the town centre conservation area.	

Transport

Parking	ACTION
Encourage WCC/WDC to undertake a car parking survey to inform a review of the parking strategy for provision and charging	
Traffic	
Encourage WCC to implement a 20mph zone in the town, to make active travel safer.	
Encourage WCC to review the pedestrian crossings on High Street/Vine Street, to improve both traffic and pedestrian flow.	
Active Travel	
Promote a new bridge across the River Avon between Bengeworth and Common Road, for all walkers, cyclists, scooters.	
Establish a network of well signed cycle routes and footpaths, linking the town to the countryside, including safe crossings over the A46 to The Valley, at The Parks and at Knowle Hill .	
Establish safe cycle routes to the two secondary schools and Evesham College and work with the schools to promote active travel.	
Public Transport	
Encourage WCC to improve public transport, including a link to Cheltenham.	
Work with WCC/WDC to develop an integrated transport hub with integrated ticketing arrangements	
Work with WCC to improve timetable information.	

Young people

Activities	ACTION
Riverside redevelopment to include social spaces and facilities for families and young people	
Encourage and support more activities for young people	
Consult young people	
Work with school's student councils on the future of the town	
Encourage young people to attend town council meetings	
Involve young people in projects in the town	
Introduce annual Civic awards for young people	